

Information Pack for the #StopFamilyViolenceGippsland Campaign

The Gippsland Family Violence Alliance is 38 organisations who all work together to respond to family violence in Gippsland. We have specialised services which assist victim/survivors and children, as well as services which assist perpetrators to change their behaviour.

We have published the Gippsland STOP Family Violence Cards and posters for 11 years to assist members of the community to find the help they need. The resources are commonly displayed in public toilets, services, libraries, hospitals and schools.

As COVID-19 restrictions progress, we expect a significant increase in incidents of family violence in Gippsland and we are concerned that the community will struggle to find the assistance they need, particularly if they are not aware of the assistance which is available to them.

We have launched a social media campaign to raise community awareness of the STOP Family Violence Cards and direct people to the contact information they need.

What is family violence?

Family violence, also known as domestic violence or intimate partner violence includes physical, emotional, financial, psychological and sexual abuse, and any threatening, coercive or controlling behaviour. Family violence is not always between romantic partners, but can occur between extended family and close family friends.

Family violence is not caused by alcohol, drugs or poor mental health. It is a choice for perpetrators to exert coercive control over their victims.

Latrobe City and East Gippsland have the highest rates for police call outs in the state and it has been identified as a significant issue throughout Gippsland.

What you can do to help

We are asking Gippsland businesses and agencies to use the provided images on their social media pages specifically Facebook and Instagram and also through online Enews/ newsletters. This will assist us to reach the largest number of Gippsland residence as possible.

If you have a public shop front, we are also asking you to display the Gippsland STOP Family Violence poster, so that people can access the phone numbers they need.

Why has my organisation/agency received this pack?

We have sent the media pack to as many public organisations as we can to extend our reach. We acknowledge that most of the agencies who have received this pack do not specialise in family violence and we are not asking you to physically intervene in altercations or incidents of violence. However, we know through your social media that you are committed to your customers/clients safety and wellbeing. As such, we thought you might be inclined to share our message to assist your clients/customers to find the assistance they need to stay safe throughout the COVID-19 Pandemic.



Will sharing a family violence message on Facebook be divisive?

The way family violence is depicted in the media can make it seem like a divisive issue, particularly when it comes to the gender of the victims and perpetrators. The Gippsland Family Violence Alliance adamantly acknowledges that statistically the majority of victims are women and children and the majority of the perpetrators are men. However, we are also committed to assisting people regardless of their gender and on our cards and posters we list services which can assist men who have experienced violence as well as services for those who identify as gender diverse.

While backlash on social media is a concern, you can mitigate that by turning off chat functions on the posts. Everyone has the right to live a life free from violence and to feel safe at home and alerting your clients or customers about how to contact support agencies should not be looked at as divisive or controversial.

If you have any concerns or questions, you can call Gippsland Women's Health and talk to the Family Violence Integrated Services Team on 03 5143 1600.

How long will this campaign run?

This campaign will run until at least September, or until COVID-19 restrictions are removed. You can choose to share the images once in that time, or you can choose to share them periodically until the campaign ends. If the campaign needs to continue longer than September, we will send new images to keep the message fresh.

If I participate do I have to run all images?

No. You can choose the images which you believe are most suited to your audience. If you are a business association, your clients will be different than a local gym. You can choose to run one or all images over the course of the campaign.

How often should I post the images?

You can post as often or as little as you like. We are recommending once a month, until September, and we acknowledge that many organisations will remove duplicated images after a certain period of time.

How can I share the images?

With this pack you would have received JPG files, which you can upload to your social media or online newsletters. Alternatively you can go onto Gippsland Women's Health Facebook or Instagram page and share our images.

Where can I get physical copies of Gippsland's STOP Family Violence cards and posters?

You can get the Gippsland STOP Family Violence Cards and Posters through the [Gippsland Women's Health website](https://www.gwhealth.asn.au). You can either download electronic copies, or you can order physical cards and posters to be posted to you. There is no cost associated with cards or posters. Please note, there may be delays with packages posted due to COVID-19.



I have a very distinct brand on social media, but I want to help. Can I share your message with my own images/text?

We appreciate that many organisations work very hard on their public image and brand. However, we encourage you to talk to the Team at Gippsland Women's Health before altering the images or text.

Often when family violence is published in the media, images of women or children with bruises or black eyes are used. Research from the UK suggests that images like these can increase incidents of family violence and can make people dis-engage from the message, so we encourage you to talk to our team before making changes.

Is using the Hashtag important?

As you can see, we are asking organisations to use a hashtag #STOPFamilyViolenceGippsland when posting messages for this campaign. We are asking you to use the hashtag so that we can track the success of the campaign and monitor the reach.

If you choose to use the images in an online newsletter, we would appreciate a copy being sent to us as fvsupport@gwhealth.asn.au

I want to do more to help

Family Violence is not just an issue during national disasters like COVID-19 and many public and private enterprises are doing fantastic work to support and assist both victims and survivors. If you want to help further you can:

- Donate to your local Community Access Unit (also referred to as Women's Shelters or Refuge). You can call the specialist services in your local area, which are listed on the STOP Card and they will direct you to donation points. Items such as food, personal hygiene products and clothing is always welcome.
- You can get training for your workers on how to identify and respond to family violence. Active Bystander Workshop can assist your workers, so they know how safely respond when inappropriate situations occur. To find out more, you can call Gippsland Women's Health on 03 5143 1600.
- Family Violence is a workplace issues and as such reviewing your workplace policies and procedures is the best way to support your workers who may be experiencing or perpetrating family violence. You can go to the Fair Work Ombudsman website and download the *Employer Guide to Family and Domestic Violence*, which is a step by step guide support your workers.

Thank you for supporting victims and survivors through participating in our campaign. It is community action such as yours which assists us to hold perpetrators accountable and keep people safe.

Melanie Brown
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Chair, Gippsland Family Violence Alliance